

COMPLETE LISTING OF THE CLAIMS WITH AMENDMENTS

Claim 1 (currently amended): A system for offering real-time incentives related to purchase transactions of products or services over a communications network by a consumer communication device, said system comprising:

a vendor computer system; and

~~a consumer communication device~~, said vendor computer system having at least one processor being programmed to perform the steps of:

selecting a sponsor message to be associated with a for-sale product or a for-sale service provided by a vendor, said sponsor message being selected from a plurality of sponsor messages, wherein each sponsor message includes an advertisement provided by a sponsor, said advertisement being directed to another for-sale product or another for-sale service offered by the sponsor, wherein said step of selecting includes verifying that the total number of times which the sponsor message has been previously presented is less than a number of predetermined transaction cycles contracted by the sponsor of the sponsor message;

offering for sale to a consumer communication device the for-sale product or for-sale service, wherein said offer for sale is communicated to the consumer ~~via the consumer communication device~~ over a communications network;

offering to said consumer communication device an incentive related to the purchase of said for-sale product or for-sale service on the precondition that the consumer agrees to first receive or interact with the advertisement, wherein said offer of incentive is communicated to the consumer ~~via the consumer communication device~~ over a communications network;

~~in response upon~~ to receiving an acceptance of said offer from the consumer communication device via the communications network, delivering the selected sponsor message to the consumer ~~via the communication device over the communications network~~ for real-time presentation;

~~if the sponsor message is an interactive message, presenting at least one query to the consumer via the consumer communication device~~ upon completion of real-time presentation of the delivered sponsor message on the consumer communication device;

upon receiving a response from the consumer communication device responsive to the at least one query presented, providing, in real time, the offered incentive to the consumer communication device; and

recording the delivery of the sponsor message to an activity log, said step of recording including updating the number of times the sponsor message has been presented.

Claim 2 (canceled)

Claim 3 (previously presented): The system according to claim 1, wherein said incentive includes a discount on the purchase of said for-sale product or for-sale service.

Claim 4 (currently amended): The system according to claim 1, wherein said incentive includes ~~paying for~~ applying discounts to the shipping charges related to the purchase of said for sale product or for sale service.

Claim 5 (previously presented): The system according to claim 1, wherein said incentive is providing the for-sale product or for-sale service to the consumer free of charge.

Claim 6 (previously presented): The system according to claim 1, wherein said incentive includes providing information to said consumer.

Claims 7-8 (canceled)

Claim 9 (previously presented): The system according to claim 1, wherein said incentive includes in-store coupons.

Claim 10 (previously presented): The system according to claim 1, wherein said selected sponsor message is a multimedia presentation.

Claim 11 (previously presented): The system according to claim 1, wherein said selected sponsor message is one of an interactive survey, an audio message, a visual display, and an Internet website.

Claims 12-16 (canceled)

Claim 17 (currently amended): The system according to claim 1, wherein the vendor computer is further programmed to perform ~~further comprising~~ the step of requesting said consumer to provide identification information.

Claim 18 (previously presented): The system according to claim 17, wherein said identification information includes one of said consumer's e-mail address, address information, gender, and age.

Claims 19-23 (canceled)

Claim 24 (previously presented): The system according to claim 1, wherein the consumer communication device is a computer.

Claim 25 (previously presented): The system according to claim 1, wherein said for-sale product or said for-sale service is obtained from the Internet by the consumer via the consumer communication device.

Claim 26 (previously presented): The system according to claim 1, wherein said communications network is one of the Internet, television cable network, telephone network, and satellite network.

Claim 27-55 (canceled)

Claim 56 (currently amended): The system according to claim 1, wherein the vendor computer is further programmed to perform the step of said method further comprising receiving a payment confirmation from the sponsor of the sponsor message presented to the consumer.

Claim 57 (new): A computer-implemented method for offering real-time incentives related to purchase transactions of products or services to a consumer communication device over a communications network, said method comprising the steps of:

selecting a sponsor message to be associated with a for-sale product or a for-sale service provided by a vendor, said sponsor message being selected by a computer from a plurality of sponsor messages, wherein each sponsor message includes an advertisement provided by a sponsor, said advertisement being directed to another for-sale product or another for-sale service offered by the sponsor, wherein said step of selecting includes a computer verification that the total number of times which the sponsor message has been previously presented is less than a number of predetermined transaction cycles contracted by the sponsor of the sponsor message;

offering for sale, to a consumer communication device via the communications network, the for-sale product or for-sale service;

offering to said consumer communication device a real-time incentive related to the purchase of said for-sale product or for-sale service on the precondition that the consumer agrees to first receive or interact with the advertisement, wherein said offer of incentive is communicated to the consumer communication device over a communications network;

upon receiving an acceptance of said offer from the consumer communication device via the communications network, delivering, in real time, the selected sponsor message to the consumer communication device over the communications network;

presenting at least one query to the consumer communication device upon completion of real-time presentation of the delivered sponsor message on the consumer communication device;

upon receiving a response from the consumer communication device responsive to the at least one query presented, providing, in real time, the offered incentive to the consumer communication device; and

recording the delivery of the sponsor message to an activity log, said step of recording including updating the number of times the sponsor message has been presented.

Claim 58 (new): The method according to claim 57, wherein said incentive includes a discount on the purchase of said for-sale product or for-sale service over the communications network.

Claim 59 (new): The method according to claim 57, wherein said incentive includes applying discounts to the shipping charges related to the purchase of said for sale product or for sale service over the communications network.

Claim 60 (new): The method according to claim 57, wherein said incentive is delivering the for-sale product or for-sale service to the consumer over the communications network free of charge.

Claim 61 (new): The method according to claim 57, wherein said incentive includes providing information to said consumer over the communications network.

Claim 62 (new): The method according to claim 57, wherein said incentive includes in-store coupons.

Claim 63 (new): The method according to claim 57, wherein said selected sponsor message is a multimedia presentation.

Claim 64 (new): The method according to claim 57, wherein said selected sponsor message is one of an interactive survey, an audio message, a visual, and an Internet website presented to the user on a computer.

Claim 65 (new): The method according to claim 57, further comprising the step of requesting said consumer to provide identification information over the communications network.

Claim 66 (new): The method according to claim 65, wherein said identification information includes one of said consumer's e-mail address, address information, gender, and age.

Claim 67 (new): The method according to claim 57, wherein the consumer communication device is a computer.

Claim 68 (new): The method according to claim 57, wherein said for-sale product or said for-sale service is obtained from the Internet by the consumer via the consumer communication device.

Claim 69 (new): The method according to claim 57, wherein said communications network is one of the Internet, television cable network, telephone network, and satellite network.

Claim 70 (new): The system according to claim 57, said method further comprising receiving a payment confirmation from the sponsor of the sponsor message presented to the consumer.